GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1382
ANSWERED ON:03.03.2000
PRODUCTION AND EXPORT OF TEA
PRABHAT KUMAR SAMANTARAY

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the total production and export of tea during the last three years;

(b) whether the Government have explored any possibility to increase the production of tea both from traditional and non-traditional States;

(c) if so, the details thereof; and

(d) the steps taken and proposed to be taken to increase the export of tea ?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)
(a) : Production and export of tea during the last three years has been as follows:-

Year	Production Quantity (mn. kgs)	Production Value (mn. kgs)	Exports (Rs. crores)
1997	810.61	203.00	1774.78
1998	870.40	210.34	2309.44
1999	805.61	190.18	1848.63

(Source: Tea Board)

(b)&(c): Steps taken to increase production of tea both in traditional and non traditional areas include financial assistance by Tea Board to the tea industry through its various developmental schemes for encouraging extension planting, re-planting, rejuvenation , pruning, infilling, creation of irrigation facilities and drainage, extension of advisory services, research and development support etc.
(d): With a view to increase exports of tea, the Government/Tea Board have been analysing country-wise exports giving special attention to areas offering potential. Tea Board is in constant touch with the Russian importers to expeditiously lift tea from India under the Debt Repayment Route Protocol. Tea Board also acts to remove bottlenecks in exports to individual markets whenever these are noticed. Other steps taken to increase exports of Indian tea include:-
i) participation in major trade fairs/exhibitions abroad ;
ii) field sampling at speciality stores and in principal markets.
iii) media campaign to increase consumer awareness of the speciality of Indian teas and to popularise the Tea Board marketing symbol which stands for pure Indian tea.
iv) exchange of tea delegations between India and tea importing countries.